

DIDSBURY PIONEER

VOL. XXXV, No. 13

DIDSBURY, ALBERTA, THURSDAY, MARCH 31 1938

\$2.00 per Year. 5 Cents a Copy

Junior Choir Broadcast.

The broadcast over CFCN Saturday evening last by Knox Church Junior Choir was extremely well delivered, and the reception was greatly appreciated not only by the local listeners but by others in all parts of the province. A number of congratulatory messages and cards have been received from distant listeners, complimenting the choir on their excellent rendition of the half-hour program.

Vocal solos in the choruses were given by Florence Chamberlin and Gladys Geeson; duet by Margaret and Kathleen Adshead; trio by Lois Edwards, Dorothy Geeson and Betty Boorman; and instrumental numbers by Eileen Geeson (piano) and Betty Boorman (cello).

After the broadcast the choir was entertained to supper at the Avenue Grill.

Knox United Church Notes.

The minister will be in charge of the services next Sunday at Westcott 11 a.m., Westdale 3 p.m. and Town 7:30 p.m. His topic will be: "The Radiance of Jesus." A cordial invitation is extended to all.

Evangelical Church Notes.

"Gods Loving Kindness," will be the theme from which the pastor will speak next Sunday morning. In the evening the fourth of the travelogue series will be given.

"Value Leader"

The Cushion Welt Shoe For Children!

These Snappy Straps and Oxford are scientifically built with arches to support growing feet. Protect your children's feet by having them

Fit With
"VALUE LEADERS"
popularly priced.

"SANSRUN HOSIERY"

By KAYSER

WHAT!! Stockings that Can't Run??

Knitted by a new process that won't let them run.—Grand for work; grand for play.—Strong enough for daytime wear; lovely enough for evening wear.

We carry a complete stock of sizes and newest in shades of this new hosiery.

J. V. Berscht & Sons

Phone 36

Where Price and Quality
Never Part

Westcott "Lit." Successfully Present Three-Act Comedy

The 3-act play, "For Pete's Sake," presented by the Westcott Literary Society in aid of Didsbury Hospital last Thursday evening was greeted by a capacity audience.

The play was an amusing comedy and the difficult and humorous situations in which the characters found themselves brought forth considerable merriment on the part of the audience. The artistes acquitted themselves particularly well in their various parts, but the dual role of latin teacher and housemaid was exceptionally well taken by Dave McEwen, and was the leading spot in the bill.

The play was under the direction of Miss Vera Levagood, who is to be complimented on her splendid production.

Following was the cast:
Miss Sarah Pepperdine, Peter's aunt
Marguerite Folkmann

Jasmine Jackson
Aunt Sarah's darkie cook
Mary McNair

Cicero Murglethorpe
the Dean of Elmwood College
Emmor Tuggle

Peter Pepperdine
—always in hot water
Otto Folkmann

Bill Bradshaw, Peter's pal
Jay Tuggle

Thorndyke Murglethorpe
("Muggsy"), a college grind
Dave McEwen

Mrs. Georgina Clarkston
a social climber
Ethel Dippel

Nadine Clarkston, Peter's sweetheart
Vera Levagood

Peggy Clarkston, Bill's sweetheart
Marion Levagood

Malvina Potts, "Muggsy's" goddess
Ruby Tuggle

John Boliver, a wealthy banker
Burr Tuggle

Dupont Darby
the Poet of Elmwood College
Jack Edwards

Intermission items were rendered by Mildred Deadrick (piano selections); Mary McCardell, Carstairs (recitation); Alex McNair (recitation); and Lyle Shultz (song).

The hospital benefited by a goodly sum from the box office receipts, and the Matron, Nurses and Hospital Board wish to thank the following: Westcott Literary Society for their public spirit in presenting the play; Mr. O. Kirk for his assistance with the scenery; all others who rendered assistance; and to the general public for their wholehearted support.

WEDDINGS

FRITZ—McLEAN

A quiet wedding was solemnized at the Westbourne Baptist Church, Calgary, on Saturday, March 26th, when Sadie May, daughter of Mr. Hugh McLean of Lone Pine was united in marriage with Fred, son of Mr. and Mrs. Frank Fritz. Rev. Morley R. Hall performed the ceremony.

The bride was attended by her sister, Miss Gertie McLean, and the groom by his brother, Mr. Rinehart Fritz.

The happy couple will reside on the farm of the bride's father, Mr. Hugh McLean.

Spends 15 Hours In Snowdrift

According to a report which came over "Texaco News" last evening, Henry Goehring, along with two other men, was marooned in his car in a snowdrift on the No. 1 highway in Saskatchewan during the blizzard on Tuesday.

Mr. Goehring was driving home from Regina, where he had gone to procure his car which he had been compelled to leave there on account of snow-filled roads during the winter.

They got stuck in a drift and had to remain in the car for 15 hours until another car came along. Until the gas ran out they were able to keep warm, but for hours they had to sit in a cold car.

Although the other car also got stuck the combined efforts of the men were able to get going and they reached Herbert, Sask., last night.

Blizzard Disrupts Road Travel

The worst blizzard for many years disrupted all road traffic from Monday night till Wednesday morning and piled snow in big drifts both in town and country. The storm was general throughout Southern Alberta and while some of the main roads were open, travel was dangerous, and most of the country roads were blocked.

A number of local motorists were marooned in Calgary and had to leave their cars in the city and return home by train.

Wednesday morning found the entrances to practically all the business houses on main street blocked with snow.

As yet there have been no reports of any serious damage by the storm locally.

Obituary.

ROBERT J. BURNS

Robert J. Burns, prominent contractor, died suddenly Sunday evening at his home in Calgary at the age of 58 years. He was well known and had many friends in the Didsbury district.

A native of Ontario, Mr. Burns had resided in Calgary for thirty years. He came west with his family as a young man, settling near Didsbury. A few years later he moved to Calgary. He was a member of Knox United Church.

He leaves a daughter, Nora; a son, Robert W.; four brothers, George, Didsbury; Russell, Sunderland, Ontario; Spencer, Jenner, Alberta; and Charles, Furness, Alberta. His wife predeceased him on March 29, 1919.

Funeral services were held on Wednesday at the Foster & Foster Funeral Home.

DIDSBURY MARKETS.

WHEAT

No. 1 Northern	1 24
No. 2	1 16
No. 3	94½
No. 4	82½
No. 5	64½
No. 6	55½
No. 1 C W. Garnet	95
No. 2 C W. Garnet	92

HOGS

Select	10 00
Bacon	9 50
Butcher	9 00

BUTTERFAT

Delivered Basis at Crystal Dairy	
Special	35c
No. 1	33c
No. 2	30c
Table cream	35c

EGGS

Grade A	14c
Grade B	11c
Grade C	8c
Prices subject to change without notice	

O.S.A. Experimental Union.

The Olds School of Agriculture Experimental Union for 1938 again has available for distribution to its members some excellent seeds and plants of field and garden crops. These are listed below. Each member may make from one to four selections.

Anyone interested may become a member of the Experimental Union by paying an annual membership fee of fifty cents. Members of the O.S.A. Alumni Association may make selections without fee.

1. Potatoes: Vick's Early (four pound sample).
2. Potatoes: Bovee (four pound sample).
3. Potatoes: Warba Early (four pound sample).
4. Potatoes: Kathadin Late (four pound sample).
5. Fairway Crested Wheat Grass, ½ lb.
6. Creeping Red Fescue, ½ lb.
7. Timothy (Gloria), ½ lb.
8. 2 Rhubarb plants.
9. 20 Asparagus roots.
10. 3 Climbing ornamental plants.
11. 3 Lily bulbs.
12. 5 Perennial flower roots.
13. 5 Packets home-grown flower seeds.
14. Collection home-grown vegetable seeds—5.
15. Caragana seedlings.
16. Crab seedlings (ornamental).
17. 4 Varieties of garden peas.

Our supply of some of this material is quite limited, so some substitution may be necessary. We have limited amounts of seed of a number of the leading varieties of wheat, oats, barley and peas, but nothing strikingly new. Members who are interested are asked to write.

Orders will not be accepted after April 11th.

Membership fee of fifty cents must accompany selection. Express or postal charges amount to about fifty cents, and this should be sent at the same time.

Where there is no railway agent shipping charges must be prepaid.

Report forms must be filled in and returned to the O.S.A. at the end of the growing season.

Two carloads of fat steers from Calgary feedlots sold at St. Paul a few days ago for the best price received this year by Alberta shippers. The net return on home weights was a shade better than six cents.

While this cheering news was being digested by local livestock men, who sighted a steadier market after two unusually quiet months, word was received by the Western Stock Growers' Association that 3,000 head had been exported last week from Eastern Canada to the Old Country.

Post Office Closed Wednesday Afternoons.

Commencing Wednesday afternoon, April 6th, by permission of the Department, the Post Office will be closed every Wednesday afternoon.

The wicket will be open from 4:15 to 4:45 p.m. for the purpose of securing mail.

BIRTHS

Didsbury General Hospital.

Saturday, March 26th to Mr. and Mrs. Alex Snyder a daughter.

Gopher Poison Notice.

The Municipality of Mountain View, No. 310, has arranged with the dealers in gopher poison at Didsbury and Olds and other points to supply an equal amount of gopher poison to that paid for by the farmers of the municipality, the arrangement to be in effect until the 1st day of June, 1938.

The Council requests that the farmers place the poison early.

A. BRUSSO, Sec.-Treas.
Municipality of Mountain View No. 310.

Arrival of the "Polly Frock" House Dresses

\$1.50 to \$1.95

ANOTHER SHIPMENT NEW SPRING SUITS and COATS

—In a Large Selection

NEW HATS

Just Arrived

\$1.50 to \$2.95

Mrs. WILSON'S

Main Street

Attention, Mr. Farmer!

For your information we have obtained from the Provincial Government the following report on the experiments conducted by them in their Seed Grain Department. Please note that LEYTOSAN, the genuine English product, which is sold exclusively by us, shows a decided advantage over all other methods of treatment.

Table VII—University of Alberta 1936 Report Seed Grain

	Smut in per cent			Yield in bushels per acre		
Using ½ Oz.	Wheat	Oats	Barley	Wheat	Oats	Barley
LEYTOSAN	0	0	0	63	149	36
Ceresan	0	0	0	57	151	36
Formaldehyde	0	0	0	51	16	4

Notice Loss in Use of Formaldehyde

See us for your MUNICIPAL GOPHER POISON —One free tin with each one purchased at 35c.

Builders Hardware Stores Ltd.

Phone 7. Manager's Residence: 160



"CERESAN"

Is now going over big!
Are YOU using it?

We stock it, also the Treating Machines

We handle Municipal Gopher Poison, tin for tin. "GOPHER-COP" 35c.

MAC'S SERVICE HARDWARE

The Value Of Advertising

Advertising has been from time to time, and still is occasionally, the target for indictments and charges levelled at it, usually with little or no foundation for the allegations, and generally launched by the type of person who is prone to erect a straw man for the pleasure of knocking it down or by those who have no knowledge of the subject.

One of the allegations heard against advertising is that it is misleading and sometimes downright untruthful. This is the harshest kind of criticism, and it can be admitted that occasionally some advertising falls within this category, but it is rare and for obvious reasons. In the first place this class of advertising is as detrimental to the interests of the advertiser as it is to the purchaser and as a result it defeats its own object, for instead of creating business it speedily destroys it and that is the last thing that legitimate business wants. In the second place, no reputable advertising medium—be it daily or weekly press, magazine or radio will knowingly accept false advertising, because in so doing it destroys its own value as a medium. Without taking the question of ethics into consideration at all, it is an economic hazard which few advertising media are willing to accept for the sake of temporary, paltry gain.

Thus, it may be taken for granted, that the great bulk of advertising which comes within the ken of the average consumer is truthful and does not misrepresent the commodities or services which it desires to sell, and that the more regular frequency with which advertising appears, the more unimpeachable are the statements which such advertising makes about the product it offers. Further, the more reputable the medium, the less is the likelihood that it will offend in this regard. With reputable media, and particularly is this true of the weekly newspaper, accuracy and fairness of the advertising it carries is regarded as important as the accuracy and fairness of the statements made in its other departments.

Far From The Truth

One of the commonly heard charges against advertising is that it increases the costs of commodities to the purchasers, and particularly is this allegation levelled against national advertising. References are sometimes made to the substantial appropriations set aside by manufacturers or distributors of commodities sold on large scale over a great area as an argument that such expense increases the cost to the consumer.

Nothing is farther from the truth than such statements. On the contrary experience has shown that large scale advertising, provided it is judiciously placed so that it will be drawn to the attention of the market, or the potential market in attractive and compelling form has exactly the opposite effect.

Truthful advertising, properly placed and distributed on a scale commensurate with potential sales, has had in the past and will in the future, the effect of reducing the cost to the consumer; because increased demand invariably brings the opportunity for massed production and this, in its turn enables costs to be scaled down and concurrent with that, affords opportunity to improve the product or the service as the case may be. It is axiomatic in industry that the greater the sales, the less the cost of production, and volume of sales is promoted by wise advertising.

Plenty Of Authority

There is much authority for the truth of this assertion. One has only to look around for overwhelming examples—the automobile industry for instance. The principle is recognized by no less an authority than the Encyclopedia Britannica which, as was pointed out recently by an advertising expert addressing a service club in one of the western cities, gives the following as three effects of advertising: "(1) Lowers cost of production because of increased volume; (2) Decreases cost of selling; (3) Lowers price to consumer, thereby raising the standard of living."

"One severe critic of advertising," said this same speaker, "was asked to estimate the proportionate amount of money spent to advertise a well-known breakfast food that retailed at 15 cents a package. He gave what he considered to be a conservative estimate of two cents a package. Actually it worked out at three tenths of one cent per package. Little as that is, however, even that does not represent an additional cost to the consumer."

A Guarantee Of Quality

Not only is a substantial advertising program a step towards reduction of price of the product, but it is also a guarantee of the quality, for no manufacturer is going to expend a substantial sum in advertising his product unless he has the expectation that in so doing he will induce customers to buy again and he cannot get the good-will necessary for repeat orders unless he gives good value for the money.

So that generally speaking it can be stated that advertising is beneficial all round. It benefits the vendor of good commodities for it enables him to increase his volume of sales; it benefits the medium through which the advertising is disseminated in production of revenues and above all, it benefits the consumer by reducing the costs of commodities and widening the standard of living.

A Very Ancient Custom

Caveman Of Stone Age Had Equivalent For Calling Cards

The custom of leaving calling cards when one goes visiting has been traced back to the Stone Age, when men lived in caves. When a caveman called on his neighbor, he threw a rock at the mouth of the cave, to make known his coming. Quite likely it was a matter of personal safety, for otherwise the visitor might have been greeted with a club. Should the neighbor not be at home, the visitor would leave a stone upon which he had scratched his mark. The custom remains to-day in neatly engraved and printed cards.

An acre of trees can evaporate 1,500 tons of water in a season.

Furniture Is Different

Former English Acrobat Made It Entirely Of Stamps

All the articles in the living room of Albert Schafer, former circus acrobat of Ramsgate, England, are made of stamps, Schafer having just completed his task. Furniture, pictures and everything else in the room are composed of stamps. When his ring days ended Schafer became a philatelist. He spent 33 years in making his unique furniture.

New Australian Coins

First of a new series of Australian coins the mint is turning out £20,000 (\$80,000) worth of threepennies, the uncrowned head of the king on one side and three wheat ears on the other.

LISTEN...
on Friday Night
"CANADA-1938"
IMPERIAL TOBACCO'S
INSPIRING PROGRAM
EVERY FRIDAY NIGHT
On a National
Coast to Coast Network

Not Natural Allies

Partnership Between Italy And Germany Anything But Secure

It has long been evident that the chief importance of the "Rome-Berlin axis" was its nuisance value. The two nations at the opposite ends of that axis are not natural allies. To be sure, both are dictatorships. Both are Fascist States, though their Fascism is of a different vintage. And both are dissatisfied with the Treaty of Versailles. On these common traits and this mutual resentment they based their partnership. But it is a partnership which has never concealed the fact that what Italy fears most of everything (and with good reason) is a powerful Germany reaching down through Austria to the Brenner Pass, and that what Germany wants most of everything (and plainly intends to have, if she can get it) is an expansion to the east and south which Italy is bound to resist because of her own ambitions, and pretensions in that quarter of the world. The partnership, therefore, is the uneasy partnership of two colleagues who suspect each other's motives. Yet so long as the partnership is kept alive, so long as the two nations maintain an appearance of solidarity, so long as the rest of Europe fears that their armed forces may one day be used together, the "Rome-Berlin axis" has an importance in European diplomacy which far exceeds the measure of its real inherent tensile strength. —New York Times.

Operation Was Success

Boy Is Able To See With Eye Which Was Grafted

Frank Chabina got up "real early" because he had a lot of "lookin' around" to do with his new left eye—the eye given to him by a farmer. The 19-year-old Louisiana farm boy's new eye registers the mass and shadow of objects seen at a distance, such as skyscrapers. His right eye is "100 per cent."

"In three or four months the new one will be three-fourths okay," he said.

Frank owes the fact that he can see at all with the left eye to John Wesley Amos, 68-year-old tenant farmer of St. Joseph, La., to whom it used to belong. Amos gave up his eye that his young friend might see. The grafting operation, said to be the first of its kind, was performed by Dr. George Hart in Charity Hospital, New Orleans, last Dec. 8.

Taste Was Inherited

"Your daughter has a fine touch, Mrs. Murphy," remarked a friend, listening to Miss Murphy playing the piano.

"Yis, so they be tellin' me," replied Mrs. Murphy, "an shure, 'tis no wonder, for she loves the planny and niver tires of it; she has a great taste for moosic, but thin that's only natural, for her gran'father had his skull broke wid a cornet at a timperance picnic."

Take Your Choice

"What shall we name the baby?" asked the Brooklyn Public Library, which announced it has 560,000 names on file for just such an emergency. Examples are Cello, Earline, Homineus, Glamouren, Nervertia, Shulamith, Zipperath, and Flimptz.

Shillings are in constant demand in England. There are 1,090,000 coin gas meters in greater London alone, and these may hold as many as 30 shillings each before they are emptied once every two months.

The number of convicts in England decreased from 50,000 to 6,000 during the reign of Queen Victoria.

Canned cheese is now included in United States army provision.

Trouble is a lot of fun and fun is a lot of trouble.

Spent Life Studying Sun

Late Dr. G. E. Hale Made Many Important Discoveries

Dr. George Ellery Hale, who spent his life studying the sun and learned more about it than any man in modern times, is dead at the age of 69. He had suffered from heart disease for a year. He was director-emeritus of Mt. Wilson observatory in Pasadena, California. It was through him that the world learned that the sun's outer surface is composed of hot, glowing gasses, in which great whirlpools swirl outward for 300,000 miles. His discovery of magnetic fields in sunspots was termed the most important solar discovery in 300 years. He invented the spectroheliograph for observing the sun's atmosphere, and other scientific apparatus.

WASH FROCK WITH TRIM PANELS EASY TO MAKE AT HOME!
By Anne Adams



Rest assured that this colorful wash frock will lead a busy life, for once it is in your wardrobe, Pattern 4730 will serve to keep you spic and span from early morning 'till night! Those graceful panels you've been admiring form a smooth-fitting "princess line" effect, and are easily achieved with the simple sewing up of straight seams! Brief sleeves are comfy to wear, and see—they're cut all in one with the becoming yoke. For a final touch of perfection, nip in your waist with two side belts, and place some inexpensive, contrasting buttons at your shoulders. Ideal in gingham, or printed chambray.

Pattern 4730 is available in misses' and women's sizes 14, 16, 18, 20, 22, 24, 26, 28, 30 and 32. Size 16 takes 4½ yards 36 inch fabric. Illustrated step-by-step sewing instructions included.

Send twenty cents (20c) in coins (stamps cannot be accepted) for this Anne Adams pattern. Write plainly Size, Name, Address and Style Number and send order to the Anne Adams Pattern Dept., Winnipeg Newspaper Union, 175 McDermot Ave. E., Winnipeg.

AVOID NEEDLESS CHANCES

PROVED WAY

TO TREAT COLDS

Doubtly proved—in world's largest colds-clinic, and by everyday use in more homes than any other medication of its kind. No "dosing." Just massage VapoRub on throat, chest, and back at bedtime. Relief begins almost at once. And long after sleep comes, VapoRub keeps right on working. Its poultice-and-vapor action loosens phlegm, relieves irritation and coughing, helps break local congestion. Often, by morning the worst of the cold is over.

VICKS VAPORUB

Ultra-Violet Light

Purifies The Air And Prevents A Person From Catching Cold

A new lamp whose beams protect a person against catching the other fellow's cold was announced at a meeting of the American Institute, New York's oldest scientific society.

The first installation is at the teller's window of the Lafayette Bank and Trust Company at Suffern, N.Y. It was described as the culmination of 10 years' search for a form of ultra-violet light to purify air and all that man touches, without hurting his eyes.

In the bank window the beams form a curtain of bluish light falling from a long-horizontal overhead tube of mercury vapor. The curtain lies between teller and customer. Breaths are instantly sterilized. The light kills bacteria in less than a second.

The rays also kill germs on the upper surfaces of hands passing money through the window. They even kill the germs on the exposed side of the money.

This kill of the germs carried by touch is, for most of the infectious diseases, more important than sterilizing the air. The new light has been in the Suffern bank a month. In that time, officials said, no irritation of eyes has been noticed.

Deryl Hart, M.D., surgeon-in-chief of Duke hospital, Durham, N.C., said the beams completely free the air of germs around a patient on the operating table.

A Real Old Timer

Seven employees of the Lincoln, Nebraska, Journal have been with that newspaper for a total of 398 years. What other printing or publishing plant in the country can put up seven men with an equal record? The man working the shortest length of time was on the job for 50 years, but the real old timer is credited with 64 years.

Trans-Atlantic airplane flights in six hours are visioned. Just time enough for tea and a glance at the sea.

STOP Scratching

RELIEVE ITCHING IN A Minute
Even the most stubborn itching of eczema, blotches, pimples, athlete's foot, rashes and other skin eruptions, quickly yields to Dr. Dennis' soothing, antipruritic, liquid O. O. D. PRESCRIPTION. Its gentle oils soothe the irritated skin. Clear, greaseless and stainless—dries fast. Stops the most intense itching instantly. A 35c trial bottle, at drug stores, proves it—or money back. Ask for O. O. D. PRESCRIPTION. 29

PATENTS

AN OFFER TO EVERY INVENTOR. List of inventions and full information sent free. THE RAMSAY COMPANY, Registered Patent Attorneys, 273 Bank Street, Ottawa, Canada.

For Real Economy - Better Flavour

PURITY FLOUR
Best for all your Baking

PF337

OVERHEARD AT THE BRIDGE PARTY....

I WRAP ALL MY LEFT-OVERS IN PARA-SANI ...IT KEEPS THEM SO FRESH... I NEVER WASTE A THING!

MADE IN CANADA

PARA-SANI Heavy WAXED PAPER

APPLEFORD WAREHOUSES AT WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

Professional.

DR. W. G. EVANS, M.D.
Physician, Surgeon
Graduate of Toronto University
Office in New Opera House Block
Residence Phone 60, Office Phone 120
Didsbury . . . Alberta

J. L. CLARKE, M.D., L.M.G.C.
Graduate of Manitoba University
Late senior House Surgeon of St. Michael's Hospital, Newark, N.J.
Physician and Surgeon
X-ray in Office
Res. Phone 128 Office 63
Offices over Royal Bank

DR. H. C. LIESEMER
L. D. S., D. D. S.
Dental Surgeon
Graduate University of Toronto
Office over Royal Bank
PHONE 63
Didsbury . . . Alberta

W. A. AUSTIN
LAWYER - NOTARY PUBLIC
Commissioner for Oaths
ESTATES MANAGED
MARRIAGE LICENSES ISSUED
Phone 53 Didsbury

H. LYNCH-STANTON, LL.B.
Barrister & Solicitor
DIDSBURY, ALBERTA.
Counsel: Mr. A. Lannan, Barrister
Calgary, Alberta.

W. S. DURRER
Funeral Home
Phone 140.
Government Licensed
Embalmer

Church Announcements

M.B.C. CHURCH
Rev. Oscar Snyder, Pastor

Sunday Services:
1:30 p.m.—Sunday School.
2:45 p.m.—Preaching Services.
7:45 p.m.—Preaching Service, including Young People's meeting every alternate Sunday.
Wednesday Evenings, 8 o'clock
Prayer Service.

UNITED CHURCH
Rev. J. R. Geeson, Pastor

11:00 a.m.: Sunday School
7:30 p.m.: Service.
Westcott 11:00 a.m.
Westerdale 3:00 p.m.

EVANGELICAL

Rev. A. S. Caughell, Pastor

Sunday Services:
10:30 a.m. Morning Worship.
11:30 a.m. Sunday School.
7:30 p.m. Evening Service.
Monday 4 p.m. Jr. Christian Endeavor.
Monday 5 p.m. Intermediate
Monday 7:30 p.m. Senior
Wednesday Evening, at 8, Prayer Mtg

CHURCH OF ENGLAND
Rev. A. D. Currie.

LUTHERAN CHURCH
Rev. J. J. Kuring, Pastor.

Westcott—English: 2nd, 3rd, 4th and 5th Sunday; German—1st, Sunday 11 a.m.
Didsbury—German Every Sunday at 2:30 p.m. except the fourth

Train Time at Didsbury

NORTHBOUND—
1:14 a.m. Daily.
10:39 a.m. Daily—Except Sundays.
6:19 p.m. Daily.—"Chinook"
6:25 p.m. Sundays.—"Chinook."
SOUTHBOUND—
4:50 a.m. Daily.
11:54 a.m. Daily.—"Chinook."
5:04 p.m. Daily.—Except Sundays.
1:46 p.m. Sundays.—"Chinook."

Burnside Notes

Miss Gertie McLean, of Calgary, spent the weekend at her home here

Mrs. Orris Hembling of Oyama, B.C., is visiting her sister, Mrs. Bert Pross, and friends in the district.

Mr. and Mrs. Duncan Morrison, Olds, were Thursday visitors with Mrs. N. Eckel.

Lone Pine Baseball Club will hold their minstrel show this Friday evening, April 1st.

We extend congratulations and best wishes to Mr. and Mrs. Fred Fritz (nee Sadie McLean), who were married in Calgary on March 26th.

Lone Pine W.I. will meet Thursday, April 7th, with Mrs. Wm McCulloch. Mesdames Jas. McCulloch and H. J. Richardson will be the hostesses.

Westcott Notes

Owing to the horse show during the last week in March, Westcott W.I. met one week earlier with Mrs. J. Hughes. A garden or poultry hint was the roll-call of the "Agriculture" topic in charge of Mrs. M. Jacobsen. A three-minute talk on current events was taken by Mrs. Webster. Entertainment consisted of a St. Patrick's contest arranged by the hostess. Plans were made to invite the newly-organized Institute of Sunnybrook to the next meeting, which will be held at the home of Mrs. A. M. Robertson the last Thursday in April.

Doings of Our Neighbors

AT OLDS: At the annual meeting of the Olds Agricultural Society it was decided that a two day fair will be held this year. It was also intimated that the amount of prize money will be doubled

The World of Wheat.
By H. G. L. STRANGE
Director, Research Department
Searle Grain Co. Ltd.

Spring has come, and the farmers' thoughts turn to the fields which are to provide the family living.

Implements will be prepared and cleaned, the seeder receiving particular attention. Wise farmers are this have made their arrangements for good seed, and are now considering the problem of treating against smut.

Seed treatment is as old as history. Virgil in his immortal poem on farming, "The Georgics," written about 35 B.C., tells us:

"Oft have I seen a sower dress his seed
With soda and black lees of olive oil."

but the modern farmer has the choice of several better methods.

The old standby, Formaldehyde, is the cheapest but must be made up of exactly the correct strength, else the germination of the seed may be damaged.

The new mercurial dusts, Ceresan and Leytosan, are becoming increasingly popular. While more expensive, they have several advantages over formaldehyde. In the first place the dusts control not only stinking smut, but also to a great extent root rot bacteria, thus promoting a more generous and healthier rooting system, which in turn helps to keep down weeds; all tending, therefore, to bring about higher yields.

Secondly, when Leytosan and Ceresan is used, seed can be treated several weeks before sowing, thus making the farmer's work easier and less hurried.

Following factors have tended to raise price: Slight decrease in Indian seedings—Portugal and South Africa bidding for wheat—Japan may enter market to purchase wheat—Greece buys wheat cargo—Small quantities of corn on passage to Europe—Prospects of decrease in Chinese seedings—Mexico buys U.S. wheat.

Following factors have tended to lower price: Threat of European War lessens—Bright U.S. winter wheat prospects, acreage abandonment thought below normal—Indian harvest progresses satisfactorily—European acreage abandonment may be below normal—Lithuania permits rye shipments—Japanese seedings near high record of 1937—Cuban pineapple crop larger than last 1937.

In Your Garden.**Test Old Seeds Before Sowing**

When seed fails to germinate after sowing, real loss results, for reseed-ing costs money and early crop prospects vanish. Recently a gardener sent samples of lettuce, onion, beet and carrot seed to the Dominion Seed Branch Laboratory, Ottawa, for germination test. The seed was three years old and intended for use this spring. The lettuce germinated 72 per cent, the beet 71, the carrot 49 and the beet 2. Three years ago when fresh, all of these seeds had a germination of over 90 per cent.

These tests proved once again that some kinds of seed lose their viability quicker than others. The onion seeds were practically dead when 3 years old, while the beet and lettuce seeds retained a reasonably high germination. The carrot seeds had declined almost 50 per cent in the three years, but were still serviceable at a heavier seeding rate. These results are typical of many tests made.

The point is that old seed should not be used before being tested for germination. This may be done at home between two damp blotters, or a sample may be sent to the nearest Dominion Seed Branch laboratory.

Fertilizers and Their Proper Use

Fertilizers are carriers of plant food and unless placed in a convenient position for the plants to use, are ineffective. It is not enough to just scatter the fertilizer around the plant on the surface of the soil with the expectation that bounteous rains or watering will take all the plant food down to the feeding roots. Some is bound to be lost unless cultivated into the soil, or better still it should be placed in narrow bands at the depth of the plant roots and from two to four inches away. This permits the roots to reach the fertilizer quickly and easily without chemical injury to the plant. The so-called "band way" of applying fertilizers to garden crops has proven the most effective and economical. Modern planters and drills are designed to apply the fertilizer in the band way.

Scout and Cub Corner.**1st Didsbury Troop Scouts
1st Didsbury Pack Cubs**

Wanted, A Scout Whose Hobby Is Mice.

The Boy Scout Correspondence Secretary at Dominion Headquarters looked again when he received this request from a patrol leader in Hertfordshire, England, "Dear Sir, I would like to correspond with a Canadian Scout whose hobby is white mice."

In England's smallest county, Rutland, there are three Wolf Cub Packs, nine Scout troops and two Rover crews, with a total membership of 205. In Yorkshire, the largest county, there are 545 Cub packs, 712 Scout troops, 154 Rover crews, with a membership of 26,630.

Gopher Poison Notice.

The Municipality of Westerdale No. 311 has arranged with the dealers in gopher poison at Didsbury, Olds and other points to supply an equal amount of gopher poison to that paid for by the farmers of the municipality, the arrangement to be in effect until the 1st day of June 1938.

The Council requests that the farmers place their poison early.
A. McNAUGHTON, Sec.-Treas.
Municipality of Westerdale
No. 311

Have your suits and dresses cleaned for spring by the new San-Glo process. J.V. Berscht and Sons Agents for Dollar Cleaners, Calgary. Our prices are lower.

"Gee, Mom this is good!"

THAT'S WHAT THEY SAY WHEN YOU SERVE...

dried or Pickled FISH

● ARE YOUR children fussy about food? Have they likes and dislikes?

Give them Dried or Pickled Canadian Fish, fixed up in one of the tasty dishes that can be made with this food.

You can get such Dried Fish as Cod, Haddock, Hake, Cusk and Pollock, and such Pickled Fish as Herring, Mackerel and Alewives, no matter how far you live from open water. It comes to you in perfect condition, every bit of its flavour retained for your enjoyment.

It's grand for the family's health... fish contains the proteins and minerals that help build sturdy bodies... and it's economical, too.

Serve fish more often... for the health and nourishment of the family.

DEPARTMENT OF FISHERIES, OTTAWA.

Ladies! WRITE FOR FREE**BOOKLET**

Department of Fisheries, Ottawa.
Please send me your free 52-page Booklet, "Any Day a Fish Day", containing 744 100 delightful and economical Fish Recipes.

Name.....
Address..... WDS

ANY DAY A FISH DAY**Try a "CLASSIFIED"****STANDARD**

Above and beyond the standardized processing of ALBERTA BEER by skilled Brewmasters, is the **standard** equipment in use at all Alberta Brewing Institutions. True, they use the old formulas and the choicest of ingredients, but the methods of control are infinitely finer. Modern equipment, improved plant construction, and handling facilities, contribute greatly to the high **STANDARD** maintained in the manufacturing of ALBERTA BEERS.

the BREWING INDUSTRY of ALBERTA**"BEERS THAT ARE BEST"**

This Advertisement is Not Inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta

**BIG in size
BIG in flavour
BIG in value**



BIG BEN

The PERFECT Chewing Tobacco

WORLD HAPPENINGS BRIEFLY TOLD

Five new flying boats for the Australian-English airmails are to be given aboriginal names, like Coolangatta and Cooeo.

In the years 1930 to 1937 inclusive, worn and mutilated silver currency worth \$4,095,867 was returned to the Canadian mint and silver currency worth \$4,148,120 was issued.

A London despatch to the New York Times records the death of George C. Beresford, 72, original McTurk in Rudyard Kipling's famous school story, "Stalky & Co."

Official government figures show that last year Canadian planes carried 25,387,719 pounds of freight and express, or almost four times as much as all domestic U.S. lines.

Montreal city council decided to extend the civic electoral franchise to women, placing them on an equal footing with men. The bill requires provincial approval.

The province of Quebec South African War Veterans' Association passed a resolution suggesting any proposed Canadian flag should have the Union Jack as its dominant feature.

Federal loans under the Relief Act to Alberta and Saskatchewan at Feb. 25 totalled \$25,886,198 to the former and \$59,848,142 to the latter, said a return tabled in the House of Commons.

Personnel of Trans-Canada Air Lines will be 100 per cent. Canadian as soon as such a staff can be trained, Philip G. Johnson, vice-president, told members of the Canadian club at Montreal.

Wing Commander E. J. Hodsoll said at Eastleigh, England, a special device for protection of babies in gas attacks would soon be in mass production. An experiment has proven successful, he said.

A German war time battery commander has returned a British regimental flag he found attached to the belt of a private of the Welsh Fusiliers killed during the March, 1918, fighting.

The manager of the travelling concert party gazed glumly at the audience—five all told.

"I say, old man," he whispered to the comedian, "how do you account for this? We've never been here before, have we?"

"Pa, what is dramatic ability?"

"Dramatic ability, my boy, is an office boy's gift of being able to look sad when he hears his boss is too ill to come to the office."

ARE YOU WEAK, NERVOUS?



FOR young girls growing into womanhood, for women in middle life going through the "change," or those who suffer from headache, backache and nervousness associated with functional disturbances, Dr. Pierce's Favorite Prescription is a reliable vegetable tonic. Read this: Mrs. J. E. Jones, 4 Antwerp St., St. Catharines, Ont., said: "I felt tired and weak and my nerves seemed to be all unstrung. But after I had used Dr. Pierce's Favorite Prescription a short while my appetite increased and I picked up strength and felt better in every way. 'Favorite Prescription,' in my opinion, is an excellent tonic for women." Buy of your druggist. New size tabs. 50c, liquid \$1.00 & \$1.35.

Australia To Invite Immigrants

Aiming At Objective Of 7,000 Britishers A Year

Steady decline in Australia's British population since 1930 and a concurrent influx of aliens has prompted the federal government to re-open the question of selected immigration.

Prime Minister Joseph Lyons has already announced the commonwealth cabinet has been devoting its attention to a scheme understood to provide for assisted passages for special types of immigrants.

The ministry is reported to be aiming at the objective of 7,000 Britons a year, giving precedence to domestics, youths for the land and skilled artisans, of whom there is an acute shortage in Australia. It is tentatively proposed to inaugurate the plan early in 1939.

TWO-WAY PATTERN BRINGS YOU CHOICE OF TRIM WASH- FROCK OR HOUSECOAT

By Anne Adams



Take your choice of a dashing young wash frock, or a trim housecoat—for Pattern 4724 brings you both! You'll love the bright effect of contrasting ric-rac on the puffed sleeves and pointed collar of your frock, and new slide-fastener closing. (This feature is optional!) If a colorful housecoat is your desire, simply use the pattern for the longer length and have a zippered or button closing. You're sure to find that this Anne Adams design is so simple to follow. For your frock, select dimity or percale—for the housecoat, cretonne, or synthetic brocade.

Pattern 4724 is available in misses' and women's sizes 14, 16, 18, 20, 22, 24, 26, 28, 30 and 32. Dress size 16 takes 3 1/2 yards 36 inch fabric and 3 3/4 yards ric-rac. Illustrated step-by-step sewing instructions included.

Send twenty cents (20c) in coins (stamps cannot be accepted) for this Anne Adams pattern. Write plainly Size, Name, Address and Style Number and send order to the Anne Adams Pattern Dept., Winnipeg Newspaper Union, 175 McDermot Ave. E., Winnipeg.

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

Here's A Fish Story!

Talking of sturgeon. I saw a 140-pounder and many weighing 40, 50, 60 pounds, when cleaned and with heads and tails off. Just below the dam at Island Falls I saw an Indian, Bogash, by name, make three casts with a 30-foot line baited with a spoon and without a pause haul in a six to eight pound jackfish each time. Up there they feed this fish to their dogs.

In the store at Island Falls in a quick survey I saw Phillips' Milk of Magnesia, Bayer's Aspirin, Ipana Tooth Paste, Hind's Honey and Almond Cream sticking out in a full line of proprietaries.

Familiar, too, was Ovaltine, Postum, Oxo, Brasso, Silvo, Keen's Mustard, Life Savers, Nabob Coffee and Spices, Melrose Orange Pekoe Tiny Tea Tips, Snap, Edwardsburg Silver Gloss, Old Dutch, Lifebuoy Soap, Palm Olive Soap, Gillette's Lye, Chore Girl copper sponges. All tobaccos and cigarettes, including Buckingham, Winchester, Sweet Caporals, Women's Super Silk Hosiery, Men's Viyella Socks.

One of the outstanding features of Island Falls, (the town, about one mile from the power plant) is the Community Hall built by the men. It's so large that it has an indoor tennis court, full size, on hard wood floor and well heated for winter by electricity. There are perhaps only five or six indoor tennis courts in all Canada, yet here, 700 miles north of Winnipeg, they have a dandy.

It also has a Brunswick-Balke bowling alley, a talkie movie theatre seating perhaps 160, where up-to-date films are shown twice weekly free, secured on a rental basis, from somewhere East. I know those cans of film are heavy because I helped handle them on portages on their return trip to Flin Flon.

There is a travelling book library, also a resident one in the building, a billiard table, etc., and the children can have a good time indoors all winter long in the big hall.

This summer, concrete sidewalks were laid down and as there is no transportation except by shank's mare, the in-between spaces are being graded for gardens and flowers which thrive marvelously.

Radios are universal, but programmes are best received on short wave.

There are only two wood stoves for cooking in the town—all homes being electrically equipped.

Gardening

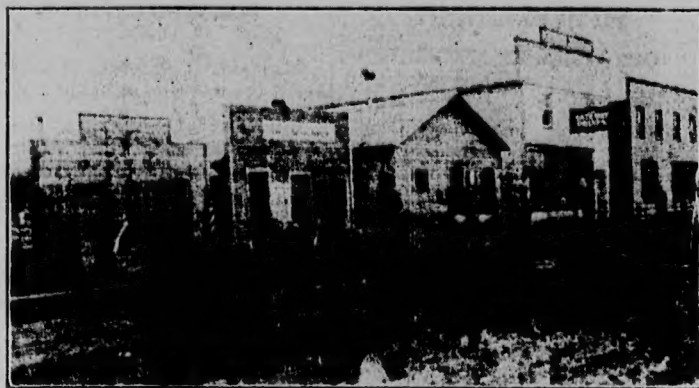
In few other things does a little preliminary planning yield such tangible returns as in gardening. It is possible to construct a house without a blue print, though the job will usually be regretted. Gardens, too, can be created in this fashion but the results are apt to be confused with the natural conglomeration of weeds, tin cans and abandoned motor cars which litter up the usual vacant lot. A little planning is most essential and it will enhance the interest in the hobby, pastime, work or whatever gardening is called, as well as add very materially to its real value. Now, while the earth is still dormant, or at least too wet or too cold to indulge in any but the hardest kind of planting, is the time to begin these plans. All that is necessary is a pencil and paper, a seed catalogue, and possibly a Government bulletin or two.

For the permanent sort of gardening, that is the kind using perennial flowers, shrubs, trees, grass and other things that grow for years, some preliminary planning is absolutely essential. True, most Canadian garden authorities advocate informal planting for the average home surroundings, but even in simple informality some previous notion of the final results is desirable. Otherwise, there are going to be tiny shrubs hidden by large ones, grass is going to be too shaded in one quarter and delicate flowers burnt up in another.

Even in the vegetable patch, it is a splendid idea, so the horticulturists state, to plot the whole patch roughly to scale, and then lay out the rows so that tall corn, staked tomatoes and similar things have plenty of room each way, but beans, carrots and beets do not get more than from 15 to 24 inches between the rows.

Early spring is generally considered the most favourable season for planting nursery stock. Under the latter heading comes a wide variety of plants, including rose bushes, shrubs, fruit and ornamental trees, perennial flower plants, vines, raspberry bushes, asparagus, strawberry plants and a host of other permanent things.

In purchasing such material authorities emphasize the importance of securing fresh stock from a reliable Canadian source. Roots and stems should be pliable and moist and if there is any upper growth, as in the case of shrubs and trees, there should be evidence of live green buds.



There was muskeg in that there main street of Flin Flon, Manitoba, in the early days. It's taken a long time and a lot of work to get a good foundation on which to pave.



A big parade during Coronation week at Flin Flon, Manitoba. This is only one section.



Flin Flon in winter attire. C.N.R. station at left just past this corner—note rail tracks in foreground. Leading hotel at right.

Famous Bronze Group

Sculptress Of International Repute Makes Presentation

The girl with the Epstein touch, Sally Ryan, who used to live in Montreal, has purchased the famous bronze group, Madonna and Child, by the sculptor whose influence on her own work has been strongest.

It was disclosed that Miss Ryan, a sculptress of international repute at 21, paid £1,500 (\$7,500) for the group, which never has been outside Jacob Epstein's studio since it was completed 10 years ago.

The figures in the group all are larger than life size, and Epstein worked two years on them.

A granddaughter of Thomas Fortune Ryan, who presented a collection of Auguste Rodin's works to the Metropolitan Museum of Art in New York, Miss Ryan said she intends to leave the Epstein work in London's Tate Gallery indefinitely. The group already has been moved to the gallery.

Life In The Yukon

Says 'Country Is A Paradise For Young And Old

The Yukon is a paradise for young and old, Mrs. George Black told the American Women's Club of Montreal, but "you work or starve—man or woman—so long as you are able to work."

These too old to work, the independent Conservative member of the House of Commons for Yukon said, are cared for by the Government.

Lord Byng, former Governor-General of Canada, had told her husband the Yukon was the "most thoroughly socialistic constituency in the world," because of the absence of class distinction and the helpfulness of the people toward one another.

Harry Pearson, Sydney, N.S.W., can call wild birds to his side from more than 50 yards away. Wagtails, sparrows and peewits answer his soft whistle daily in the Sydney botanic gardens.

A Scottish acre is 1.26 times the American and English acre. 2245

Health

LEAGUE
of
CANADA

presents
TOPICS
of
VITAL
INTEREST



by DR. J. W. S. McCULLOUGH

Editorial Note: Readers desiring the complete set of Dr. McCullough's cancer articles at once may secure same by writing to—The Health League of Canada, 105 Bond St., Toronto, Ont.

A Simple Explanation

Hens cackle after the laying of an egg because their wild ancestors, the jungle fowls, did it before them, and the jungle fowls did it because, after taking time out for laying eggs, it was necessary for the hens to signal their whereabouts to the rest of the wandering flock.

More births and deaths occur at night than in the daylight hours.

GIRLS WHO HAVE NO BOY FRIENDS

Quick Easy Way to Get Charm

Girls who don't attract boy friends wonder why. Beautiful, perfect features are not the reason. Cleopatra and famous women were often ugly. Have nice skin, plenty of animation, and watch out for your figure—you'll be surprised how popular you are. So many girls have poor complexions—no life—their figure slipping, and don't realize it. Take "Fruit-a-tives" and you'll soon be amazed how different and how attractive you've become. It purifies your blood, makes the skin pores work, gets rid of waste and poisons, gives you new energy, prevents flabby tissue from forming. "Fruit-a-tives" gives you new charm. 25c, 50c.

FRUIT-A-TIVES LIVER TABLETS

HEALTHY CHILDREN
thrive on
Happy
CHILDREN

CHILDREN of all ages thrive on "CROWN BRAND" CORN SYRUP. They never tire of its delicious flavor and it really is so good for them—so give the children "CROWN BRAND" every day.

Leading physicians pronounce "CROWN BRAND" CORN SYRUP a most satisfactory carbohydrate to use as a milk modifier in the feeding of tiny infants and as an energy producing food for growing children.

THE FAMOUS ENERGY FOOD

EDWARDSBURG
CROWN BRAND
CORN SYRUP
The CANADA STARCH COMPANY Limited

WHAT HO!

—By—
RICHARD CONNELL

By Arrangement With Thomas Allen, Publisher, Toronto.

CHAPTER VII.—Continued

"Oh, dear, oh, dear," said the earl, with a stricken look, "I believe I did mention a few things to old Bumpy Beddington in the club. Completely forgot they call him 'the Wireless Duke' because telling him anything is equivalent to broadcasting it. I'm truly most extraordinarily sorry, Ernest."

"Oh, it doesn't matter," said Ernest, and the thought that the circulation of London papers in rural Iowa is infinitesimal comforted him.

Crump announced that Captain Duff-Cooper was calling. The captain sauntered in, looking very smart and superior in his dinner suit. He greeted Rosa and the earl cordially, but his nod to Ernest was right out of the refrigerator.

"Dribble of coffee, Esme?" asked the earl.

"No, thanks."

"Scotch and splash, then?"

"Righto. Thanks."

"Ernest," said the earl, "has very kindly consented to allow the Hunt Ball to be held here."

"Decent of him," said the captain.

"Esme will mount you," said the earl to Ernest.

"Mount me?"

"Don't look so alarmed, my boy," said the earl. "I use the term in the hunting, not the taxidermy sense."

"You'll find Fin McCool a headstrong brute, Bingley," said the captain. "I had him out to-day. He's deuced erratic at taking walls, though not half bad at hedges and brooks. But he has lots of life and fire in him, and you'll enjoy riding him, I know."

Captain Duff-Hooper's chiseled features were not a field on which emotions played; but Ernest thought he detected in the captain's eye a glint which could only be described as malicious.

"Thank you, Captain," Ernest said. "But I think I won't go fox-hunting. I have no shot-gun."

Emotion did visit the face of Duff-Hooper then. Shock and horror showed there. The man who awoke to find tarantulas nesting in his beard was not more appalled than the captain at that moment.

"Come now, Ernest," said the earl, "You must not spoof Esme about fox-hunting. It's his religion, you know."

"I do hope you'll be with us on the hunt, Ernest," Rosa said.

"Are you hunting, Rosa?" he asked.

"Of course."

"Girl hasn't missed a meet since she was nine," said the earl. "And I've missed only three or four in forty years. One of them was three years ago when poor Gerald Mumford broke his neck at Lester's Wall; and last year I was laid up with a cracked collar-bone I got at the same spot."

"I think I won't hunt this year," said Ernest. "Next year perhaps."

"Ah, too bad," said the captain's lips; but his eyes said "I thought so."

"Sorry I must stay on the sidelines," said Ernest. "But I've no proper riding clothes with me, you know."

Crump, who had come in to clear away the coffee cups, spoke up.

"Beg pardon, Mr. Bingley," the butler said, "but may I offer a suggestion?"

"Do, Crump."

"It so happens," said Crump, "that various gentlemen have presented me with articles of wearing apparel. I've quite a collection, sir, including some pink coats, boots and so on, which I personally, do not wear. Would you mind standing up, sir?"

Ernest stood up, loathing the helpful Crump. The butler ran an appraising eye over Ernest's shape and dimensions.

"I think I've just the thing," Crump said. "You and Lord Chidestear are about of a size."

"Thank you, Crump," said Ernest, "but I feel sure his lordship would object to my wearing his clothes."

"Oh, no, sir. Not he," said Crump. "He'll never need them. He'll never hunt again, poor young gentleman. Since his mishap at Lester's Wall he has been confined in a sanitarium, sir."

"Tricky jump that," said Captain Duff-Hooper. "Why, I almost came a cropper there myself to-day. Fin McCool refused."

Ernest Bingley felt a strong desire to follow Fin McCool's example; but the look in the captain's eyes touched the same spring that men like the captain had touched in Ernest's revolutionary war ancestors.

"Please bring the clothes to my room tomorrow, Crump," said Ernest.

"Very good, sir."

"I hope they fit," said Lady Rosa.

"I hope so, too," said Ernest, and the angels chalked up a lie against him.

"Fin McCool will be ready for you, Bingley," said the captain.

"And I'll be ready for Fin McCool," said Ernest.

After all, he thought, luck had been with him so far. He would trust once more to that capricious goddess. A fortnight is two weeks, and surely, he thought, in fourteen days he could invent a plausible alibi.

"As it's to olate to go to a cinema, I shall go to bed," the earl said. And off he went.

Captain Duff-Hooper looked meaningfully at Ernest, but Ernest did not take the hint. After a desultory

2 Steps in Fighting Discomfort of COLDS



No family need neglect even minor head colds.

Here is what to do: Take two "Aspirin" tablets when you feel a cold coming on—with a full glass of water. Then repeat, if necessary, according to directions in each package. Relief comes rapidly.

The "Aspirin" method of relief is the way many doctors now approve. You take "Aspirin" for relief—then if you are not improved promptly, you call the family doctor.

"Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get "ASPIRIN"



conversation, enjoyed by none of the trio, the captain departed, cracking his knuckles as he went.

"I'm glad you're hunting with us, Ernest," Rosa said. "A respect for good horsemanship has been bred in me. I don't think I could ever be much interested in a man who didn't like horses and riding."

"I love horses," Ernest said.

"Crazy about them."

"I'm so glad."

"Why?"

"Suppose you go up to your room, get a paper and pencil, and try to figure out the answer," Rosa said.

She had said good night and was gone before Ernest could rally from the impact of her words.

"Golly!" he said. "Golly! Can she mean—oh, shucks, of course she can't. I guess I've really gone cuckoo, imaging things like that. But the way she looked at me just now! Golly!"

He went up to bed and stumbled over only two objects on the way there.

CHAPTER VIII.

Fourteen days are a long time when you are in jail, and a short time when you are in love.

They zipped by Ernest Bingley like motorcycle racers on a half-mile track. Sometimes, in those analytical moments which come to a man just before he falls asleep, or those depressed moments which come just after he wakes up, Ernest felt that he was living in a fool's paradise. He was certain about the paradise part of it, in any event, as he explored the charms of the English countryside, often with Lady Rosa

as his guide and companion, or investigated the castle, his castle, stone by stone. The whole world, he said to himself, is a fool's paradise, and the real fool is the one who does not enjoy it while he can. So, pursuing this opportunist philosophy, he snapped his fingers at the future, squelched upstart worries about Fin McCool, the danger of exposure, Lester's Wall, his finances, the ogre Punder, and the other thorns on his rose.

He was in an exalted frame of mind as he set out for a walk on a golden, sparkling morning. Behind him loomed Bingley Castle, to-day a seething cauldron, for it was the day before the hunt, and guests, servants, and an avalanche of luggage had begun to pour into the historic pile. Haughty, hooded horses were arriving in vans, and the stable-yard swarmed with bow-legged grooms in stocks and gaiters, talking knowingly of matters equine.

It was not pleasure alone, nor the need of exercise that sent Ernest at a steady pace over hill and dale for a good four miles. He had a purpose, a mission.

On a previous ramble he had spied a fox entering its den in a copse not far from that ill-omened barrier, Lester's Wall. Ernest, hidden behind a bush, had watched the goings and comings of the graceful creature for an hour. His goal now was this lair, and his intention was to warn the fox to stay at home on the morrow, or, since there seemed to be no feasible way of conveying to the doomed animal the tip that some seventy hounds and humans were going to gang up on it, Ernest hoped he could scare it and cause it to flee to some safe and distant spot.

He reached Lester's Wall, which, or so it seemed to him, was notched like a desperado's gun, with a hoof-nick for each hunter who had come to grief attempting to jump it. He counted sixteen sinister nicks, and shuddered with each nick. The prospect that he might shortly find himself charging full tilt at it on the contumacious Fin McCool added nothing to his peace of mind. Then and there he resolved that he was not going to be the maker of the seventeenth nick.

The ancient problem: what would you do if you had a lion by the tail, hang on or let go, seemed kindergarten stuff to Ernest as he surveyed his own situation. To refuse to ride meant being branded as a saffron quitter. He did not care what Captain Duff-Hooper might think of him, but what Rosa Bingley might think of him seemed to Ernest the most important thing in the world. If he didn't ride he risked a broken heart, if he did ride he risk a broken neck.

He had considered a dozen schemes for extricating himself from his onerous predicament but they all seemed as full of holes as a tennis-net. An astigmatic one-eyed moron could see through the ruse of being called to London on urgent business, he reflected. Besides it meant leaving his dearly-bought paradise for two days. He decided that, as a last resort, he could plead a sudden attack of illness, some mysterious American ailment like delayed seasickness, and, artist that he was, he planned to eat a caterpillar or two so that his malingering would not lack in verisimilitude.

(To Be Continued)

People on the Pacific coast are at last getting an answer to that old question, "Where do the salmon go?" It seems that they go into a floating Japanese salmon cannery.

for COLDS
Head Colds; Heat Minard's and inhale it. Chest Colds and Sore Throat; Heat, then rub well into affected parts. Real relief . . . quickly!

MINARD'S
"KING OF PAIN"
LINIMENT

Another Wonderful Cave

Accidentally Discovered In New Mexico By Sheep Rancher

Discovery of a magnificent limestone cavern, with one vaulted chamber more than three miles long, has been reported at Carlsbad, New Mexico.

The great cave, said R. P. Burnet, curator of the Carlsbad Museum, rivals in beauty the famed Carlsbad Cavern near by and may be the largest in the world.

Carlsbad Cavern and another near Mexico City now vie for the title of the world's biggest "hole in the ground." Neither has been explored thoroughly.

Mr. Burnet led a small party of explorers through the tiny, hidden entrance, deep in the Guadalupe Mountain, twelve miles south of Carlsbad Cavern.

They found themselves in an immense underground room 700 feet wide and with a ceiling so high it could not be seen, even by the aid of powerful flashlights.

The party pushed on for six hours, covering an estimated three miles. Only when the chamber made a sharp curve did they turn back, fearing that they might become lost in the labyrinth.

Huge, snow-white stalagmites, larger even than the 100-foot monoliths of Carlsbad Cavern, dotted the floor. Ancient Indian pottery and the bones of deer gave evidence that the cave once had been used for human occupancy.

Tom Tucker, a sheep rancher, stumbled onto the cave's entrance, 700 feet up the steep side of a mountain and concealed by a jutting rock.

Need Building-Up?



WHEN you feel out-of-sorts, when you've no appetite, or stomach gives trouble, with gas or acid indigestion, why not try Dr. Pierce's Golden Medical Discovery. Read what Mrs. Chas. Manning, 149 Welland Ave., St. Catharines, Ont., said: "Some time ago I was very pale and thin, and I felt tired and worn-out most of the time. I never cared to eat and sleep didn't seem to refresh me. I decided to try Dr. Pierce's Golden Medical Discovery and my appetite was much better. I gained weight and strength, had more color in my cheeks and felt perfectly fine in every respect." Sold by druggists. New size, tablets 50c, liquid \$1 and \$1.35.

"I had to fire an old employee to-day. I felt sorry—but sentiment has no place in your business."

"What is your business, may I ask?"

"Oh, I manufacture all sorts of holiday and greeting cards."

The Japanese oban is the largest coin in the world. It measures five inches across and weighs about four ounces.

Allspice is the dried, unripe fruit of the pimento tree. 2246

JOYS AND GLOOMS



YOUR MONEY BACK... IF SWITCHING TO POSTUM DOESN'T HELP YOU!

MANY PEOPLE can safely drink tea and coffee. Many others—and all children—should never drink them. If you are one of these, try Postum's 30-day test. Buy Postum and drink it instead of tea and coffee for one

month. Then, if you do not feel better, return the Postum container top to General Foods, Limited, Cobourg, Ontario, and we'll refund full purchase price, plus postage. Postum is delicious, economical, easy to prepare, and contains no caffeine.

DON'T BE A GLOOM... DRINK POSTUM!

SPRING SALE of Seasonable Building Materials Commences April 4

Specials in Hardwood Repairs, Wagon Poles, Reaches and Eveners. Shingles, Flooring and Siding.

DRY BLOCK WOOD For Sale—Spruce or Poplar
35c per 100 Lbs. Poplar \$5.00 per Cord

ALL KINDS OF SUMMER COAL ON HAND

ATLAS LUMBER CO. LTD.
G. A. WALLACE, Mgr. Phone 125

Don't Forget ...
the "OLIVER" Day
at the Pioneer Garage
Postponed to
Tuesday, April 5th, at 1 p.m.

Don't forget to fill in your cards for the prize drawing to be held at the close of the display.

PIONEER GARAGE Phone 77
Didsbury

Henry Goehring's
AUCTION
of Household Goods
and Implements
Saturday, April 2nd
1 P.M.
At his Residence
and Warehouse
Osler St., Didsbury

Archie Boyce **C. E. Reiber**
Auctioneer, License 905 Clerk

Didsbury Dairy
Milk and Cream Delivered
Daily

Special orders receive
prompt attention

Milk from our own
tested herd

You may Whip our Cream,
BUT you can't Beat our Milk

TOM MORRIS
Phone 162

WINDSOR'S
601 11th Avenue West, Calgary
We will pay following prices,
f.o.b. Calgary. Good until next
issue of this paper.
EGGS
Grade A Large 15c per doz.
" A Medium 13c "
" B 12c "
" C 10c "
Also buyers of dressed poultry

Try a "Classified"
it will bring Results

LOCAL & GENERAL

Charlie Geiger was in the south-
ern city on Sunday.

Miss Margaret Ranton, Lacombe,
visited her home here last weekend.

Mr. Melvyn Huget, of Calgary,
spent the weekend with his parents,
Mr. and Mrs. J. E. Huget.

You will save money by buying
your work clothes from T. E. Scott.

Messrs. W. A. Austin and J. W.
Halton made a business trip to Cal-
gary on Monday.

Knox United Ladies' Aid will meet
this Friday at the home of Mrs. E. J.
Moffatt.

Frank Moyle returned last week-
end from Toronto, where he had
been the guest of his sisters, Misses
Joyce and Winnie Moyle.

Messrs. W. J. McCoy and Walter
McCoy went to Edmonton on Tues-
day on business regarding a road
contract.

"Oliver Day" which was to have
been held March 29th at the Pioneer
Garage, has been postponed until
next Tuesday, April 5th.

A few golfers were out on the
local links Sunday shooting golf and
managed to kill a couple, one by
A. Brusso and one by Clint Reiber.

The "Y" meeting will be held on
Tuesday, April 5th, at the home of
Mrs. Franklin. Miss Iva Rupp will
be the speaker.

Messrs. Alf. Brusso Tom Royds,
D. Cameron and J. A. McGhee took
in the Red Lake-Port Arthur hockey
game at Victoria Park on Saturday
night.

Municipal gopher poison.—The
best brands at 35c tin.—Chambers'
Drug Store.

K. Roy McLean, optometrist and
optician, 209-210 Southam Building,
Calgary, will make his regular visit
to the Rosebud Hotel on Monday
morning, April 4.

Mrs. Nellie McDonald left Friday
for Vancouver, where she will visit
her brothers and sisters. From there
she will go to Portland, Oregon, for
a visit with her mother, sister and
daughter Marion.

Miss Alice Anthony of Old Crow,
Yukon Territory, who had been
visiting Mr. and Mrs. E. G. Ranton
and family, left last week to take a
course at the Garbutt business college
in Calgary.

For extra good value in roomy
well-fitting work shirts, wear one of
our \$1.00 line.—T. E. Scott.

Didsbury Golf Club will hold its
annual meeting on Monday evening
next, April 4th, at 8 o'clock in the
C.P.R. waiting room. Members and
prospective members are asked to
attend.

Mrs. Bolander has received word
from Surrey, England, of the death
of her brother, Mr. Thomas Bryce,
at the age of 74 years. He leaves
his widow, one daughter and one
grand-daughter, all of Surrey, also a
brother, William, of Sheffield, Eng-
land, and his sister, Mrs. Mary Bol-
ander of Didsbury.

A small but gallant band braved
the elements Monday night and at-
tended the Eastern Star whist drive
at the Masonic Hall. A merry time
was had at court whist, with prizes
going to Mrs. W. G. Evans and Mrs.
D. Edwards, and to Messrs. H.
Stackhouse and W. R. Hartley.
The ladies served a splendid lunch
and the evening wound up with
jovial supper-table conversation.

Founder of the first tent and mat-
tress business in Calgary, shortly
after the railway pushed through to
the west, Alfred Newham, pioneer
resident in southern Alberta, died
in a local hospital last Friday morn-
ing following a brief illness. He
was 81 years of age. Born in 1856,
he rounded the Cape of Good Hope
and out to the east Indies aboard an
old sailing vessel when he was sup-
posed to be at school, and finally
came to the Canadian West. His
daughter Mrs. C. F. Dooley, of Cal-
gary, is the only surviving child
resident here. Two brothers in
England, and a grand-daughter in
B.C., also survive.

Just try a pair of men's good
strong work boots from T. E. Scott.
—\$2.50 per pair, up.

Production Tax Proposed.

The Alberta government has ap-
parently decided to change the main
basis of farm taxation from land to
production. Before the change will
be introduced the act is to be passed
upon as to its legality by the Supreme
Court of Canada. If that judicial
body decides the measure is good
law it may be put into effect.

The proposed change in the taxa-
tion of farmers constitutes a rather
startling innovation. The principle
of more or less fixed values for farms
is discarded and the taxes collected
from year to year will be based
principally on production. Thus, a
farmer whose crop has been destroy-
ed would have a comparatively small
tax bill, while one who harvested a
bumper crop would have to pay a
substantial sum. The same rule is
to apply to dairy, poultry and live-
stock farmers. That is, the annual
production is to be the basis of taxa-
tion.

This new farm tax principle is in
line with income taxation—the high-
er the income the higher the tax.
It is more equitable than the present
system where a farm is taxed relat-
ively the same amount each year
whether it produces much or little.
The farmer who is hauled out or
dried out, under the new plan, would
have the compensation of reduction
in taxes. The farmer who reaped a
big crop would have to bear the
main tax burden.

The success or failure of this new
tax plan, provided it is declared in-
tra vires and put into effect, lies
entirely with the farmers themselves
and it will be interesting to learn
their reaction to taxation on a pro-
duction basis. For one thing, good
farmers will be called on to carry a
larger share of the tax load than the
less capable farmers or those on poor
land. There will also be a certain
amount of regimentation for every
farmer will have to keep a fairly
inclusive set of books, and grain and
produce dealers will have to provide
comprehensive records of purchases
for the benefit of the government.
—Calgary Herald

Didsbury Jersey Farm Record of Production

The Didsbury Jersey Farm has
recently had confirmed by the Cana-
dian Jersey Breeders' Association
some very good records of produc-
tion by several of their purebred
Jerseys.

Waikiki Genesta's Dewbell 53954
7-year-old: 10,134 lbs milk and 585
of fat; already made four records and
holds both gold and silver medals.

Waikiki Gemboge's Dorothea 54-
806 6-year-old: 8,445 lbs. milk and
478 of fat in 306 days.

Didsbury Model Sultana: Daugh-
ter of first cow mentioned; has just
completed records of 8,931 lbs. milk
and 523 of fat in 305 days as 3-year-
old; silver medal record.

Didsbury Hal's Model 73527: Al-
so daughter of first cow mentioned;
made 2-year-old record of 6,639 lbs.
milk and 400 of fat in 305 days.

Waikiki Buttercup's Cidona 53-
354: 8-year-old cow; just complet-
ed record of 8,684 lbs. milk and 519
of fat in 305 days.

Didsbury Sultan's Belle 67116:
Just completed 8,215 lbs. milk and
493 of fat in 301 days as 3-year-old.

Didsbury Oxford June 67117:
Completed 3-year-old record of 6-
574 lbs. milk and 417 of fat in 300
days.

Didsbury Poppy's Lady 77031:
Made 6,680 lbs. milk and 358 of fat
in 365 days as 2-year-old.

Maple Grove Dolly Dimple 42438:
At 10 years of age made 8,152 lbs.
milk and 429 of fat in 365 days.

IN MEMORIAM
MARY.—Beloved wife of Daniel Dippel
who died March 31st, 1937.

One year has passed, dear mother,
Since you were called away.
How well do we remember
That sad and weary day.
You suffered much, you murmured not;
We watched you day by day.
We cried and prayed that your dear life
Would not be taken away.
—Husband and children.

Large size double-ply 11 1/2" raw-
hide halters.—Only \$1.00 from T. E.
Scott.

Fresh Coast Daffodils, 25c per
doz at Chambers' Drug Store.

Easter cards at Chambers' Drug
Store.—5c, 10c and 15c each.

Ranton's Weekly Store News

New Worsted Suits

For Men. Coats are made
with "Hymo" lapels, un-
breakable fronts; body and
sleeves are "Harmony"
lined; pants have belt loops
and 22-inch bottoms.

Price **\$16.50**

Men's Work Gloves
50c per pair, up

NEW HATS
for the Ladies
Braids or Straws
\$1.95 and \$2.95

NEW PRINTS
36 Inch — Tubfast
17c to 35c Yd.

Artist Smocks
In gay prints with jaunty
flowing tie.
\$1.49

Meet Me At
Ranton's
Your Hometown Store

Turner Valley Naphtha
Always On Hand!

ALL KINDS OF
LUBRICANTS and GREASES
IVAN WEBER
Imperial Oil Agent
Phone 56. Residence 61

Donations Are Asked
for the Red Cross

you KNOW ..
Tell Others
About
the BRIGHT SPOT
—Light lunches, hamburg-
ers, hot dogs, soft drinks, etc.

Dr. W. A. LINCOLN
Announces New Offices At
706 SOUTHAM BLDG.
CALGARY
Phones M4174 and W1956
Where he will Conduct General
Diagnosis and Specialize in
Surgery, Including Diseases of
Women.

The first automobile license plates
for 1938-9 were issued on Monday.
While strictly according to law, every
motorist was required to have 1938-9
license plates on his car by April
1, it was impossible to issue plates to
all motorists by that date.